GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:1273
ANSWERED ON:03.03.2016
Handloom and Handicraft Exhibitions/Fairs
Maadam Smt. Poonamben Hematbhai;Patle Smt. Kamla Devi

Will the Minister of TEXTILES be pleased to state:

a) whether the handloom and handicraft exhibitions and fairs are organised for the benefit of workers;

b) if so, the number of such exhibitions and fairs organised and the details of the financial assistance provided to State Governments including Chhattisgarh for this purpose during each of the last three years and the current year, state-wise;

c) whether the Government proposes to connect the entrepreneurs and Self Help Groups (SHGs) for their promotion, if so, the details thereof alongwith the marketing strategy adopted in this regard;

d) whether the Government has made any assessment of the benefits accruing to the workers from the promotion of items and artefacts showcased by them, if so, the details thereof; and

e) whether any proposals have been received from the various State Governments including the Governments of Gujarat and Chhattisgarh in regard to hosting / organising such fairs and exhibitions, if so, the State-wise details thereof and the follow up action taken by the Union Government thereon?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) & (b): Yes, Madam. The exhibitions and fairs for the benefit of handloom weavers & handicraft artisans are organised. Details of handloom and handicraft exhibitions and fairs organised and financial assistance provided to State Governments including Chhattisgarh is given at Annexure-I (a) & (b).

(c): Yes Madam, Entrepreneurs and Self Help groups are participating under Cluster Creation Programme of Handicrafts at Dilli Haat every year. Self Help Groups engaged in handloom production are eligible for participation in National handloom expos and all Sant Kabir awardees, National and State awardees and individual weavers are participating in Dilli Haat under National Handloom Promotion Scheme.

(d): Yes Madam. Assessment of the scheme under which the exhibitions and fairs are organised has been done in respect of handloom and the findings are as under:-

i. During survey about 89% of the participants agreed that the scheme have positive impact on their product awareness and publicity.
ii. 88% participants from State and 87% from District level category agreed with the price differentiation for the products in the open market and market promotion event means they are getting the better price in exhibitions and fairs.
iii. All participants from State Level category agreed that their product awareness has increased because of Marketing Promotion Scheme which helps in increasing sales.
iv. Participants were most satisfied with the effectiveness of events for product promotion.
v. From total participants covered in the survey, 3/4th of the participants agreed that the activities of the scheme should be continued.

(e): On the request of State Governments for the financial year 2015-16, 339 handloom exhibitions & fairs have been sanctioned to all states including Chhattisgarh and Gujarat as per Annexure-I(a).